



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee
FR: Executive Director
RE: Contract – Regional Transportation Information Kiosk: Nematode Holdings, LLC.

DATE: February 28, 2007
W.I.: 1112

Summary

This is a request for authorization for a sole source contract in the amount of \$236,000 with Nematode Holdings, LLC to operate a regional transportation information kiosk on a pilot basis for one year beginning April 1, 2007. The FY 2006-07 and 2007-08 agency budgets include a total of \$200,000 in State Transit Assistance funds for this project. The remaining amount will come from previously set-aside toll funds for the purpose of public information in Regional Measure 2 (RM2).

Background

Using an existing, retrofitted San Francisco Chronicle newspaper sales kiosk located in the Embarcadero BART/Muni station, the transportation information kiosk will provide a venue to distribute Bay Area transportation information/collateral; display real-time transit information for BART, Muni and ferries on computer screens housed at the kiosk; and distribute 511, TransLink[®], FasTrak[®], and other MTC-related information (e.g., RTP public outreach). The kiosk will be staffed Monday through Friday, 7 a.m. to 7 p.m.

The kiosk brings together three key transportation partners – BART, Muni and MTC – to provide in-person retail sales and regional transportation information to the transit-riding public. A survey conducted on behalf of MTC's 2006 Transit Connectivity Plan found that customers use all available sources of transit information including in-person assistance, printed materials and Web sites. The Transit Connectivity Plan supports the use of a variety of sources to support both pre-trip and enroute trip planning. The kiosk will provide customers with all three sources to accomplish this task.

Bobby Winston, the president of Nematode Holdings, LLC, has run the Bay Crossings store in the San Francisco Ferry Building for over four years. The Bay Crossings store has been an important resource for transit connectivity, directing passengers to and from the ferries and BART as well as other nearby connecting transit services. A test case of sorts, the Bay Crossings store has also served as a successful model of transportation information distribution, including real-time ferry information. Mr. Winston, as proprietor, is very well positioned to run the proposed transportation information kiosk at the Embarcadero station because of his successful ferry store experience. His current business model will serve as the template for the Embarcadero information kiosk, distributing the same information to similar clientele. Also, in the time Mr.

Winston has operated the Bay Crossings store, he has developed positive relationships with BART officials whose cooperation is essential to opening an Embarcadero transit information kiosk.

The proposed one-year contract to operate the kiosk on a pilot basis would be between Mr. Winston and MTC. Mr. Winston will assume full fiscal responsibility for the kiosk. MTC's contract with Nematode Holdings, LLC will cover two-thirds of the kiosk's total cost. Prior to the contract's expiration date, the kiosk's performance will be evaluated to determine if operation of the kiosk should continue beyond the pilot, or if new kiosks using the same model might be replicated, cost permitting. If MTC decides to continue kiosk operations elsewhere, staff will conduct a full competitive procurement to select the kiosk vender(s).

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract with Nematode Holdings, LLC in an amount not to exceed \$236,000 to operate the regional transportation information kiosk in the Embarcadero BART station, for a one-year pilot program.

Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	1112
Agency:	Nematode Holdings, LLC, Alameda, CA
Project Title:	Regional Transportation Information Kiosk
Purpose of Project:	Operation of a transportation information kiosk in the Embarcadero BART station.
Brief Scope of Work:	The transportation information kiosk will distribute Bay Area transportation information/collateral geared at informing customers about Bay Area transportation.
Project Cost Not to Exceed:	\$236,000
Funding Source:	State Transit Assistance (STA), RM2
Fiscal Impact:	Funding to come from the FY 2006-07 and 2007-08 agency budget and the RM2 FY 2006-07 and 2007-08 operating budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Nematode Holdings, LLC, to operate a response transportation information kiosk and the Chief Financial Officer is directed to set aside funds for such contract.
Administration Committee:	<hr/> Bill Dodd, Chair
Approved:	Date: March 7, 2007